



WTIC-TV

## ORDER

Print Date 11/02/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 395554 - 1

Original Date / Revision

10/01/12 10/16/12

Advertiser E Esty/D/5th Dist/Congress

Agency Greer Margolis &amp; Mitchell, Ir

Buying Contact

3050 K St NW  
Washington, DC 20007

Product

FIRENDS OF ELIZ ESTY

Agency Com 15%

Billing Contact

3050 K St NW  
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1915

Alt Order # 06358744

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 03

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 16% Market Value 99562

Competing Station	% of Order	Amount
2WCCT	1%	995
3WFSB	37%	36838
4WVIT	23%	22899
5WTNH	23%	22899
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	26	\$13,540.50	\$15,930.00	0.00	10/01/12	10/08/12	26	\$13,540.50	\$15,930.00
Totals	26	\$13,540.50	\$15,930.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/02/12	10/05/12	M-F News at Ten News at Ten	CM	10p-11p	- TWTF - -	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		1				\$1,400.00		0.00			
E 2	61	10/02/12	10/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	- TWTF - -	:30	1	\$50.00	03	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		1				\$50.00		0.00			
E 3	61	10/02/12	10/05/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- TWTF - -	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		1				\$250.00		0.00			
E 4	61	10/02/12	10/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF - -	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		1				\$150.00		0.00			
E 5	61	10/08/12	10/08/12		CM	5a-6a	1 - - - - -	:30	1	\$55.00	03	0.00	NM	1	\$55.00



WTIC-TV

Print Date: 11/02/12

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Contract / Revision **395554- 1** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/16/12

Order Sep 00:15:00

Advertiser **E Esty/D/5th Dist/Congress** Product **FIRENDS OF ELIZ ESTY**Estimate # **1915**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 5a-6a M-F 5a-6a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	1-----	1		\$55.00		0.00					
E 6	61	10/02/12	10/05/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- TWTF--	:30	1	\$75.00	03	0.00 NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- TWTF--	1		\$75.00		0.00					
E 7	61	10/02/12	10/05/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- TWTF--	:30	1	\$425.00	01	0.00 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- TWTF--	1		\$425.00		0.00					
E 8	61	10/02/12	10/05/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- TWTF--	:30	1	\$140.00	03	0.00 NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- TWTF--	1		\$140.00		0.00					
E 9	61	10/02/12	10/05/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF--	:30	1	\$600.00	01	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- TWTF--	1		\$600.00		0.00					
E 10	61	10/02/12	10/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- TWTF--	:30	1	\$800.00	01	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- TWTF--	1		\$800.00		0.00					
E 11	61	10/02/12	10/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- TWTF--	:30	2	\$160.00	03	0.00 NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- TWTF--	2		\$160.00		0.00					
E 12	61	10/08/12	10/08/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$900.00	01	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	1-----	1		\$900.00		0.00					
E 13	61	10/02/12	10/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- TWTF--	:30	2	\$75.00	03	0.00 NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- TWTF--	2		\$75.00		0.00					
E 14	61	10/06/12	10/07/12	Sa/Su 7a-9a Weekend Sa/Su 7a-9am Weekend I	CM	7a-9a	-----SS	:30	1	\$25.00	03	0.00 NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----SS	1		\$25.00		0.00					
E 15	61	10/07/12	10/07/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----1	:30	1	\$900.00	03	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----1	1		\$900.00		0.00					
E 16	61	10/07/12	10/07/12	NFL on FOX Early NFL:Sun 1-4pm	CM	1p-4p	-----1	:30	1	\$3,800.00	01	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----1	1		\$3,800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	61	10/01/12-10/07/12		NFL on FOX Early	1p-4p		-----Su	:30	\$3,000.00		0.00	NM		
E 17	61	10/04/12	10/04/12		CM	9p-10p	---1---	:30	1	\$2,500.00	03	0.00 NM	1	\$2,500.00

Contract / Revision      **395554- 1**    Flight Dates **10/02/12-10/08/12**

Original Date / Revision    10/01/12/    10/16/12

<u>Advertiser</u>	<b>E Esty/D/5th Dist/Congress</b>	<u>Product</u>	<b>FIRENDS OF ELIZ ESTY</b>	<u>Estimate #</u>	<b>1915</b>
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														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Thur Prime B Glee												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--- 1---			1			\$2,500.00		0.00				
E 18	61	10/02/12	10/02/12	Tue Prime A Raising Hope/Ben & Kate	CM	8p-9p	- 1-----	:30	1	\$2,000.00	03	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- 1-----			1			\$2,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	61	10/01/12-10/07/12		Tue Prime A		8p-9p	- T-----	:30		\$1,500.00		0.00	NM			
E 19	61	10/08/12	10/08/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----			1			\$1,400.00		0.00				
E 20	61	10/08/12	10/08/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	1-----	:30	1	\$50.00	03	0.00	NM	1	\$50.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----			1			\$50.00		0.00				
E 21	61	10/08/12	10/08/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----			1			\$75.00		0.00				
E 22	61	10/08/12	10/08/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$425.00	01	0.00	NM	1	\$425.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----			1			\$425.00		0.00				
E 23	61	10/08/12	10/08/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$140.00	03	0.00	NM	1	\$140.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----			1			\$140.00		0.00				
E 24	61	10/08/12	10/08/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	1-----	:30	1	\$600.00	01	0.00	NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----			1			\$600.00		0.00				
Totals														26	\$15,930.00	